

SPECIAL REDUCTION SALE

Monday, Tuesday, Wednesday, Friday and Saturday of This Week

Closed All Day Thursday to Set Our New Fixtures



FOUR



of the leading articles for Christmas presents this year, and why we know this is because when the demand for certain articles is greater than the output everybody wants them; knowing this to be the case in years gone by, so will it be this year. Never before for a quarter of a century has the demand been so great on four big lines as this year, for the following everlasting useful things, suitable for Christmas presents—

Diamonds, Watches, Silverware and White Ivory

These articles the factories have been unable to make enough of to supply the many eager buyers the country over. Take Diamonds first; the cutters and importers are far behind with their orders and on real fine perfect blue-white Diamonds, such as we handle, are very scarce and the prices high; but on the other hand the ordinary, common, imperfect commercial Diamonds are plentiful and the prices have not advanced to any great extent, so in buying a Diamond as an investment, take particular pains to get the fine, blue, perfect ones, even if you have to pay more for them. We saw early in the year what the demand was going to be and laid in a large stock of these fine, blue, perfect gems, many of which were bought before the last several recent advances. These we will offer you this week at a price you will not be able to duplicate again.

BIG

stock will not last forever. The next big thing will be WATCHES of every description. The demand for Watches was never so great and many of our largest watch factories are months behind with orders. Take particularly the well-known Hamilton Watches; they are so scarce we have to beg for them and then only get one at a time. Take the Elgin, Waltham, Howard, Illinois and Dulber factories—are all from four to six months behind with orders. But we got them. HOW DID WE DO IT? We commenced away back first of the year placing our orders for fall deliveries; bought as many as they would let us have, laid them back in our own safe and vaults and now have them by the hundreds to offer you in most any standard make, and if you are skeptical just come in and ask to see our surplus stock of watches. We will gladly show you that what we advertise is true to the letter. These we will offer you—any Watch in the house except contract goods—at a big sacrifice this week only.

Sterling Silver and Plated Ware

We bought so heavily and have received so many shipments that we actually haven't room to display one-half of what we have. We have the following patterns complete at this time in Sterling—the Mount Vernon, the Monticello, the Orleans, the Lincoln, the Winchester, the Mandarin, the Colony, the Laurel, the Madame Jewell, V-Craft and many other patterns in broken sets, and can duplicate any pattern in Sterling silverware if you will bring us a sample piece. In Plated Ware we have Holmes & Edward, the highest standard of all plated wear; the Alvin Patent, all patterns; the American Silver Co. patterns, R. Wallace & Sons patterns, Rogers Brothers and other makes—all guaranteed to give entire satisfaction to the wearer. Sterling Silver Holloware, we have bowls, fruit stands, water sets, pitchers, plates, baskets, compots, cheese dishes, mayonnaise, drinking cups, bud vases, candlesticks, salts and pepper sets, coasters, and all the small fancy pieces. In Plated Holloware we have Sheffield of every description, Platters and Waiters from the smallest to the largest made; bowls, baskets, sandwich plates, water pitchers and all small pieces, guaranteed the best on the market. You can only appreciate our immense selections by seeing them, as we are

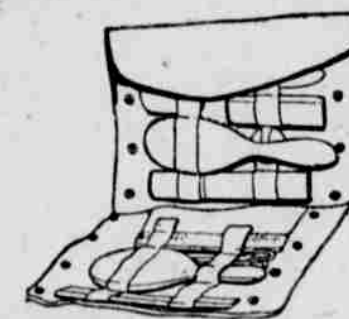
LEADERS

and have on display most anything made in WHITE IVEROID. This line of goods is especially good for Christmas presents, engraved with that beautiful blue, black, red, gold or silver monogram on them. We have them from a single piece to the very largest sets up to 30 or 40 pieces. Combs, brushes, mirrors, trays, manicure pieces, picture frames, manicure sets, comb and brush sets, military sets, traveling sets, puff boxes, hair receivers, Cologne bottles, soap boxes, shaving sets, jewel boxes and all other pieces—all at a special price this week only. Open every day and evening except



Thursday, Thanksgiving Day

We expect to enlarge our already the largest jewelry store in the southwest, adding one-third more (or 40 feet) in the rear to the main store. Our fixtures are on the road and if they make safe arrival we will set them and be open Friday morning for business with almost twice the show room space for our mammoth stock.



SPECIAL DISCOUNT SALE

on everything in the house except contract goods. Diamonds, Watches, Jewelry, Silverware, Cut Glass, Iveroid and, in fact, everything. We cannot quote you a specific discount, as we are not allowed to advertise certain articles at a cut price. Get your presents early before our engravers get busy. A small deposit will hold any article until Christmas. Mail orders receive our prompt attention.

Open Evenings Until Christmas

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Established Jewelers
in Oklahoma**

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tury of Successful
Business**